

TravelSMART Inner North Households Project Report

TravelSMART is an ongoing program that engages with residents in specific target areas to identify transport issues they may be facing and to then work collaboratively in order to develop potential solutions.

The *Inner North Households Project* contained various objectives, the principal of which was the use of highly personalised conversations to facilitate a reduction in the number of personal car journeys undertaken by residents. By utilising a conversational method, TravelSMART has previously shown that it is able to deliver a reduction in the overall number of vehicle kilometres travelled (VKT) and additionally do this in a manner that has improved the lifestyle of the resident or achieved a personal benefit for them (or their household).

Between 2012 and 2014 the TravelSMART Inner North Households Project was offered to residents in the City of Prospect as well as parts of the City of Port Adelaide Enfield and incorporated the following suburbs:

Prospect, Fitzroy, Medindie Gardens, Nailsworth, Collinswood, Broadview, Ovingham, Sefton Park, Thorngate, Manningham, Northgate, Hampstead Gardens, Greenacres, Hillcrest, Northfield, Oakden, Klemzig, and Windsor Gardens.

TravelSMART Representatives spoke directly with householders about their car use (or, more generally, the means by which they make their travel journeys) and worked collaboratively with them to identify ways that they could reduce car usage - in a manner that aligned with their values and was individually or collectively beneficial within their household. Residents were provided with a range of options as well as

any necessary tools (such as journey plans) and their progress was followed up throughout the project.

The Institute of Transport and Logistics Studies (ITLS) was contracted by DPTI as an independent evaluator for the program. The focus of this evaluation was to assess the shift in household travel behaviour by measuring VKT, or the number and nature of trips undertaken by persons and households.

Central to the ITLS evaluation was the use of GPS data loggers in a three wave study that quantified changes in VKT and trip making behaviour in a random sample of households as a result of the TravelSMART intervention. The initial model involved all members of select households (aged 14 years and over) carrying personal passive data loggers that recorded all of their travels for a period of two weeks both prior to and following the delivery of TravelSMART. Although originally intended to be a two wave evaluation, a third wave was incorporated in the study due to timeframe considerations, thereby allowing for a more detailed analysis of whether achieved changes were sustained.

After the three waves of subsample panel surveys had been conducted, the GPS data underwent analysis in order to ascertain the extent to which travel behaviour change had occurred. The results indicated that the program had achieved the desired effect of reducing VKT in a manner that would not have occurred had TravelSMART not been implemented in the study area. On weekdays, TravelSMART households saw a reduction in their car travel by 5.24 kilometres per household per day. By contrast, non-TravelSMART households only saw a reduction of 2.19 kilometres during the survey period. Even more pronounced was the difference evidenced on weekends, with TravelSMART households reducing their travel by 13.54 kilometres per household per day as opposed to a reduction of 2.03 kilometres by non-participating households.

In addition to the confirmation of reduced vehicle travel in participating households, there were lessons to be taken from the roll out and evaluation processes that will serve to benefit future TravelSMART projects. Whilst the independent analysis confirmed that TravelSMART succeeded in reducing vehicle travel in participating households, there was a reduction in the number of sample households in the third

wave owing to some program delivery timeline issues which compromised the evaluation element slightly. The lessons learnt through the Inner North Households Project will help to facilitate a more comprehensive roll out of forthcoming TravelSMART programs with a complementary evaluation process uninhibited by obstacles in project delivery.